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ABSTRACT

This report provides an overview of the continuing development and use of the computer-assisted career guidance systems at the Adult Career Counseling Center of Oakland University in Rochester, Michigan during its ninth year of operation (September 1991 - June 1992). The report includes the following: (1) history of the development of the Adult Career Counseling Center and computer-assisted career guidance programs at Oakland University; (2) mission of the Adult Career Counseling Center; (3) description of the Adult Career Counseling Center; (4) description of the computer-assisted career guidance systems, including DISCOVER for Colleges and Adults, System of Interactive Guidance and Information Plus (SIGI PLUS), Michigan Occupation Information System (MOIS), and the Realistic Assessment of Vocational Experiences (RAVE); (5) client demographic information; (6) inservice training; (7) public relations; (8) coordination with Practicum Counseling Center; (9) past, current, and ongoing research, including research on family influences in career choices among Korean students and the effects of underemployment on self-esteem; and (10) plans for improving services of the Adult Career Counseling Center. The appendix includes a report on the Pontiac Adult Career Counseling Center; a report on auxiliary grant supported services; and a description of career counseling and information resources at Oakland University. (ABL)



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ADULT CAREER COUNSELING CENTER

NINTH ANNUAL REPORT

September 1991 - June 1992

Computer-Assisted Career Guidance Systems and Career Counseling Services

Oakland University Rochester, Michigan

Dr. Howard Splete
Director, Adult Career Counseling Center

Edited by:

Kate Johnson

Graduate Assistant, Adult Career Counseling Center



ACKNOWLEDGEMENTS

Administrators at Oakland University have been very supportive during the inception, development and continuing implementation of the computer-assisted career guidance services. Special recognition is given to interim President John DeCarlo, Provost Keith Kleckner and Dean Gerald Pine for their encouragement and support.

The Oakland University Adult Career Counseling Committee has been highly supportive in the development of the ACCC and its programs. Members of this committee during the past year were Roxanne Allen, Virginia Allen, Patrick Bennett, Elyce Cron, Judy Hoppin, Pam Marin, Robert Payne, Karen Pagenette, and Robert Thomas. The committee's involvement and suggestions have been and continue to be most helpful.

The supportive efforts of the Counseling Department faculty and staff have greatly aided the ACCC program. We acknowledge the support of Dr. Robert Brown, Counseling Department Chair, and Elyce Cron, Practicum Counseling Center Coordinator.

Excellent work was done by the ACCC counselors, Michael Han, Kate Johnson, Michael Strobel and Chris Walsh.

Additionally, Gerald Joswiak of the Oakland University Computer Center provided continued support and technical assistance.



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I. HISTORY OF THE DEVELOPMENT OF THE ADULT CAREER COUNSELING CENTER & COMPUTER-ASSISTED CAREER GUIDANCE PROGRAMS AT OAKLAND UNIVERSITY

The impetus for these programs of public service came from Oakland University's President, Joseph Champagne, in the spring of 1982. Financial support was provided by a portion of a state line item allocation for the broad purpose of promoting economic development and re-training unemployed workers in this geographic area.

Under the direction of Provost Keith Kleckner, a university-wide committee was established to review possible computer-assisted career guidance systems and related counseling programs that could be used to aid adults in this area. Upon recommendation of this committee, the university purchased five Discover II computer-assisted guidance systems and one SIGI (System of Interactive Guidance and Information) computer-assisted guidance system in the summer of 1982.

Two systems (one Discover II and the SIGI) were assigned to the Office of Academic Advising and General Studies to aid adults of this geographic area who were looking for assistance in reviewing educational and training possibilities. Four Discover II systems were allocated to the School of Education and Human Services to be utilized by the Counseling Area and the Continuum Center in providing services to the adult population in this area.

During the fall of 1982, the committee members -- Tom Atkinson (Provost's Office), Elaine Chapman-Moore (Student Services), Robert Fink (Psychology Clinic), Jane Goodman (Continuum Center), Ronald Kevern (Placement Office), Pamela Marin (Office of the President), David Meyer (Human Resources and Development Area) and Howard Splete (Counseling Department, Chair) -- planned for the implementation of these programs and the coordination of career counseling and information services across the campus.

After the first computers were programmed, in-service training was provided for 135 persons, including interested faculty, staff and student assistants. With the support of Gerald Pine, Dean of the School of Education and Human Services, the Adult Career Counseling Center (ACCC) was established and located in room 147 of O'Dowd Hall. The ACCC was opened for public use in January 1983.

In 1985, a new computer-assisted guidance system, DISCOVER for Adult Learners, was added to meet the particular needs of adults in transition. In 1986, a second DISCOVER for Adult Learners replaced a DISCOVER II system, as its use was more appropriate for ACCC clients.



In 1987, a new software program, SIGI PLUS, was added to provide another approach to career exploration for ACCC clients. The SIGI program used at the Office of Academic Advising and General Studies was upgraded to the newer SIGI PLUS version. Also, a computer-assisted version of the Michigan Occupational Information System (MOIS) was obtained as an additional resource for ACCC clients.

In 1989, we added two new software resources - OPTIM (Occupational Projections and Training Information for Michigan) and the Resume Kit.

After a year of planning, in 1990, we expanded our services to the Pontiac community through the establishment of the Pontiac Adult Career Counseling Center (PACCC). This center was developed in collaboration with Oakland Community College and is staffed by Oakland University and Oakland Community College counselors. The center opened on February 25, 1991 and by June 14th, 92 clients had received 256 hours of career counseling services. During the second year of operation, 1991-92, the PACCC provided services to 130 more persons. A summary report of current activities of the Pontiac Adult Career Counseling Center is in Appendix A.

The Adult Career Counseling Center has provided service to nearly 8,000 community adults since its beginning in 1982. As indicated in our future plans (page 34), we are constantly trying to improve our efforts in aiding the career development of our clients.



II. MISSION OF THE ADULT CAREER COUNSELING CENTER

Goals of the ACCC are to:

- 1. Provide career exploration and planning opportunities to community adults at no charge.
- 2. Train faculty, staff, and students in the use of career guidance practices for adults.
- 3. Support research efforts in promoting effective career guidance practices for adults.

Objectives and Activities to Carry Out These Goals:

Goal 1 To provide career exploration and planning opportunities to community adults at no charge.

<u>Objectives</u>	Activities
A. To aid clients in self analysis relating to their interests, values, abilities and experiences.	Use of DISCOVER and SIGI PLUS
B. To provide job descriptions pertaining to careers of interest, such as salary ranges, job growth, and work settings.	Use of DISCOVER, SIGI PLUS, MOIS, and OOH.
C. To aid clients in the process of taking the next step including school or training program selection, resume preparation, and interview skills review.	Provision of individual counseling sessions.

Goal 2: To train faculty, staff, and students in the use of career guidance practices for adults.

Objectives	Activities
A. To train faculty and staff	Conduct periodic in- service sessions.



(Goal 2 cont.)

B. To train students

Through experiential assignments in CNS 640

& 664.

C. To train area counselors

Through in-service

sessions.

Goal 3: To support research efforts in promoting effective career guidance practices for adults.

A. To support Masters level research activities. A. To support Masters level research. CNS 560 and 660 projects supported. B. To support Doctoral research activities research.



III. DESCRIPTION OF THE ADULT CAREER COUNSELING CENTER

A. Services Provided

The Adult Career Counseling Center (ACCC) provides services for adults who are seeking guidance in reviewing their career possibilities. The ACCC provides career information, counseling, advice in resume preparation and interviewing skills, and referral information at no charge. Four graduate assistants, students in the Oakland University Master of Arts in Counseling Program, facilitate the ACCC services.

Two career guidance programs -- DISCOVER for Colleges and Adults and SIGI PLUS -- are available on micro-computers at the ACCC. These systems aid adults in learning how their interests, abilities, life experiences and work-related values are related to possible occupations and/or educational and training opportunities. The Michigan Occupational Information System (MOIS) is also available on micro-computer for clients seeking specific Michigan career information.

Additional appointments can be made with counselors through the Practicum Counseling Center for clients desiring more in-depth career or personal counseling. Referral information about other career counseling and training programs is also available.

Clients have access to printed resources in the ACCC, including: course catalogs from educational institutions in Michigan, career information books (i.e., Dictionary of Occupational Titles) and practical books concerning the process involved in the career search, such as What Color is Your Parachute? (A complete list of ACCC resources is available in the Center.)

B. Counseling Process

The process used at the ACCC is as follows:

- 1. ACCC clients schedule one appointment for a two hour time allotment.
- 2. At this appointment, the counselor gathers background data and conducts a short intake interview to establish the client's purpose for using the system.
- 3. After providing an overview of the computer programs, the client uses DISCOVER for Colleges and Adults, SIGI PLUS and/or MOIS.
- 4. Assistance to the client is provided when necessary.
- 5. At the completion of the client's visit, the counselor conducts a short exit interview to help the client formulate their next step. Additional appointments may be scheduled for computer use, job skills training or resume preparation as appropriate. Referral may be made to the Practicum Counseling Center or other university and community resources.



IV. DESCRIPTION OF THE COMPUTER-ASSISTED CAREER GUIDANCE SYSTEMS

A. DISCOVER for Colleges and Adults

The Adult Career Counseling Center offered the 1991 version of DISCOVER for Colleges and Adults, a computer-based career planning and information system. This system is a carefully designed career planning program that provides clients with information about themselves, occupations, schools and programs of study to aid in mature decision-making. Clients benefit most when using DISCOVER for Colleges and Adults in conjunction with counselor assistance.

There are two ways to use DISCOVER for Colleges and Adults: the "information only" approach or the "guidance plus information" approach. The "guidance plus information" approach is a comprehensive, integrated career planning process that can be learned and used many times in one's lifetime, while the "information only" approach allows the client to bypass the guidance features of the program and quickly obtain specific information about occupations or educational programs. With the "guidance plus" approach, a "user record" is created as the client progresses through the nine modules. A paper copy of the text on the computer screen can be printed at any time. The nine "guidance plus" modules are described below:

Module 1: BEGINNING THE CAREER JOURNEY

- Begin exploration
- Determine knowledge of career planning process
- Receive suggestions on which modules to use

Module 2: LEARNING ABOUT THE WORLD OF WORK

- Explore the World-of-work map featuring 13,000 occupations
- Browse programs of study and occupations by categories

Module 3: LEARNING ABOUT YOURSELF

 Increase self-understanding by completing inventories of interests, abilities, experiences and values



Module 4: FINDING OCCUPATIONS

- · Choose a realistic educational level
- Get a list of occupations by completing inventory (s)
- Get a list by choosing from eight job characteristics
- · Ask about specific occupations not listed on prior lists

Module 5: LEARNING ABOUT OCCUPATIONS

- Choose occupations to review
- Have computer shorten occupational list
- Get detailed information on 10-15 topics concerning each occupation

Module 6: MAKING EDUCATIONAL CHOICES

- · Identify paths of training
- Identify programs of study

Module 7: PLANNING NEXT STEPS

- Find detailed information about vocational schools, two and four year colleges, graduate schools and military programs.
- · Identify sources of financial aid
- Learn job seeking skills: create a resume, cover letter and job application.

Module 8: PLANNING YOUR CAREER

- Look at present life roles
- Decide how these life roles may change in the future
- Plan action steps toward your future career

Module 9: MAKING TRANSITIONS

- Understand the nature and impact of transitions
- · Learn to weather a transition with minimal stress



B. SYSTEM OF INTERACTIVE GUIDANCE AND INFORMATION PLUS (SIGI PLUS)

SIGI PLUS is an advanced career guidance system which covers major aspects of career decision-making and planning. It is a system composed of eight separate but interrelated sections. In the 1991 version, a "user record" is created and job outlook information has been updated for all occupations. The program contains the following sections:

1. SELF-ASSESSMENT: FIND OUT MORE ABOUT YOURSELF

- Look at work-related VALUES and decide what is most important for you
- · Choose the main INTEREST field you want to use at work
- Look at various ACTIVITIES and decide which ones you like and can do well

2. SEARCH: MAKE A LIST OF OCCUPATIONS TO EXPLORE

- · Choose features you want in your work
- · Choose features you want to avoid in your work
- · Assemble a list of occupations

3. INFORMATION: GET FACTS ON OCCUPATIONS

- Ask specific questions about occupations, including:
 - What skills each occupation requires
 - Possibilities for advancement in the field
 - The income potential
 - The national emplo, ment outlook in the field
 - Education requirements

4. SKILLS: SEE WHAT SKILLS EACH OCCUPATION DEMANDS

- · See specific and managerial skills required
- · Rate yourself on these skills
- · See how job skills are applied in chosen fields

5. PREPARING: SEE HOW TO PREPARE FOR EACH OCCUPATION

- · See typical paths to any occupation
- · See typical training or education needed
- · Consider four important factors related to preparing
- Estimate your likelihood of completing preparation



6. COPING: GET HELP WITH PRACTICAL PROBLEMS

- Explore if you can do what is required
- · Get suggestions about how to handle worries common to adults

7. DECIDING: DECIDE WHICH OCCUPATION IS YOUR BEST CHOICE

- · Ask questions about three occupations at a time.
 - What are the rewards?
 - What are my chances?

8. NEXT STEPS: MAKE PLANS TO GET YOURSELF STARTED

- Start moving toward your career goals by planning short term strategies such as:
 - Getting more education or training
 - Developing new skills
 - Overcoming obstacles

C. MICHIGAN OCCUPATIONAL INFORMATION SYSTEM (MOIS)

MOIS is an up-to-date and easy to use system of occupational and educational information specifically for the state of Michigan.

Specific individuals who may benefit from MOIS include:

- Those wanting detailed information on occupations and training in Michigan.
- Persons undecided about their future.
- · Homemakers re-entering the work force.

Using MOIS:

- Clients with a specific occupation in mind are directed to the individual "MOISCRIPTS" or job descriptions. MOISCRIPTS are specific for the state of Michigan and cover the following:
 - Job duties
 - Working conditions
 - Methods of occupational entry
 - · Salaries and wages
 - · Employment outlook by geographical region
 - Educational requirements
 - Tips for finding more information



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Information is also provided on EDUCATION and TRAINING that may be needed for the occupations selected.

- 2. A MOIS STRUCTURED SEARCH is also available. The search option will suggest occupations to undecided clients based on seven search areas.
 - interests
 - · Areas of work
 - Physical strengths
 - Physical capabilities
 - Working conditions
 - Education
 - Temperament

The system evaluates client input and provides a list of job titles. Clients may explore the MOISCRIPTS for the occupations in which they are most interested.

D. REALISTIC ASSESSMENT OF VOCATIONAL EXPERIENCES (RAVE)

As part of our ongoing review of new software for possible ACCC use, the Realistic Assessment of Vocational Experiences (RAVE), a computerized transferable skills analysis program, was reviewed by Michael Han. The system was found to be insightful and helpful in identifying transferable skills. Drawbacks of the program were that it is not user friendly and its cost is high. Because it is not user friendly, it necessitates that the counselor work hand-in-hand with the client on the program, tying them down for the entire session. The cost is a concern as the program costs from \$2895.00 to \$3295.00 annually. Thus, for the purposes of the ACCC, it was determined that although transferable skills analysis would be desirable, RAVE would not be cost effective.



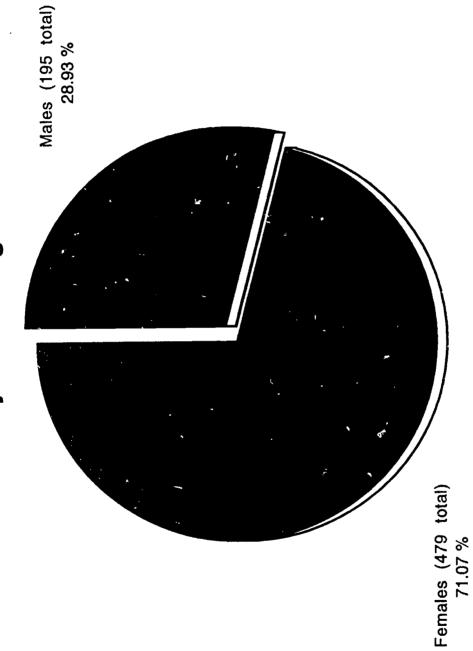
V. CLIENT DEMOGRAPHICS

All new clients at the ACCC are asked to fill out a user questionnaire at the beginning of their first appointment. This questionnaire provides the counselor with a base from which to begin an intake interview as well as gives the Center demographic information about the client population. This demographic information is summarized and updated on a monthly basis between September and June.

Demographic information is tracked and calculated separately for males and females. However, for the purposes of this report, only the total figures will be provided on the following graphs. The separate information for both genders is available in the Center. The following graphs provide a percentage breakdown of the client population by: gender, age, ethnic background, geographic distribution, marital status, employment status, educational level, personal and household annual income, the purpose for using the system, referral source, and number of visits made by clients. When the percentages total above 100%, clients gave more than one response to that item.

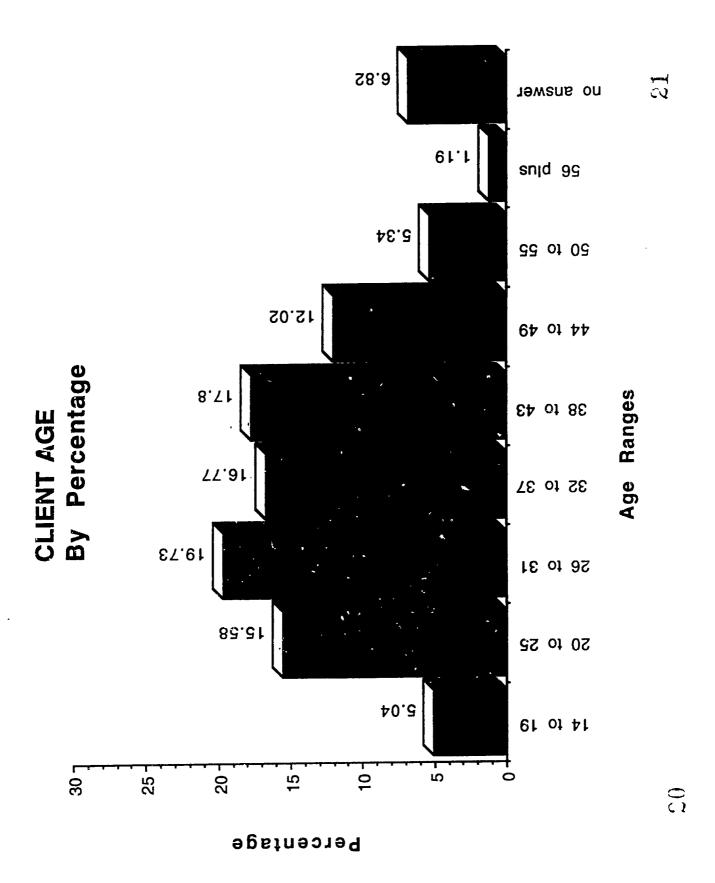


GENDER OF CLIENTS By Percentage

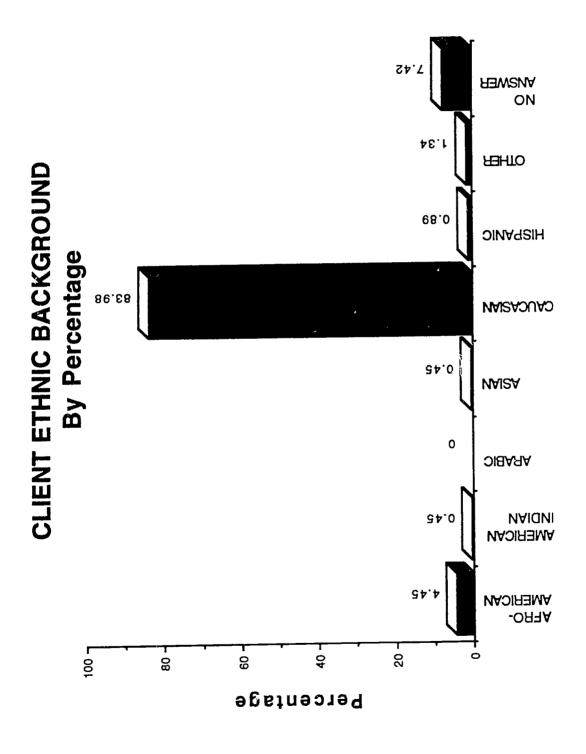


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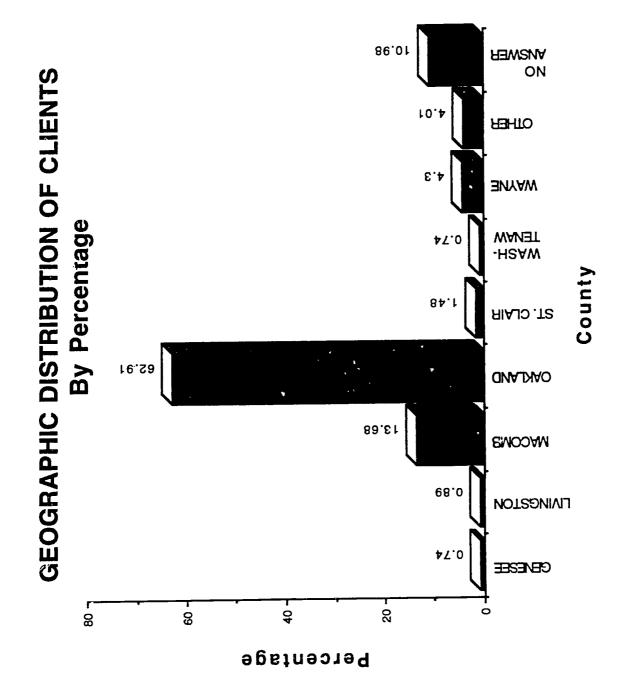








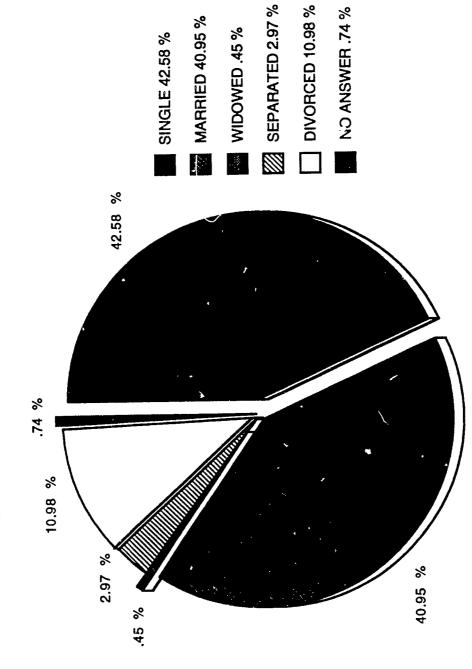






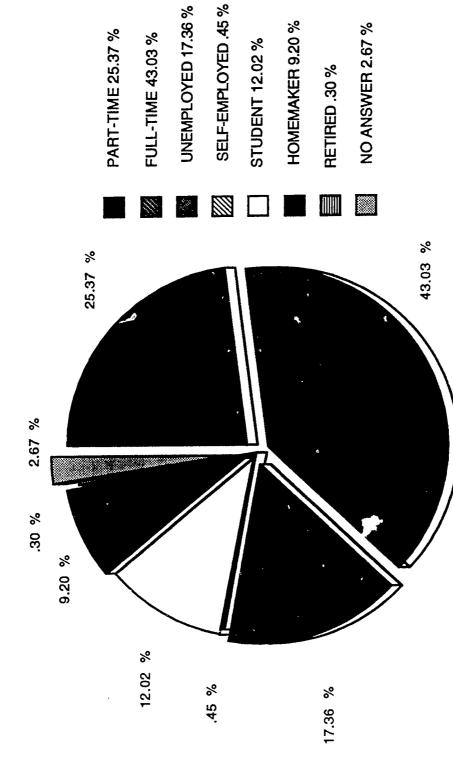


MARITAL STATUS OF CLIENTS





EMPLOYMENT STATUS OF CLIENTS



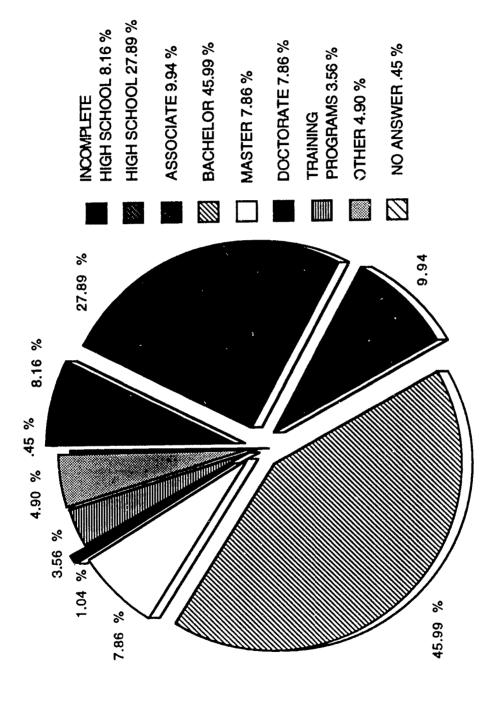




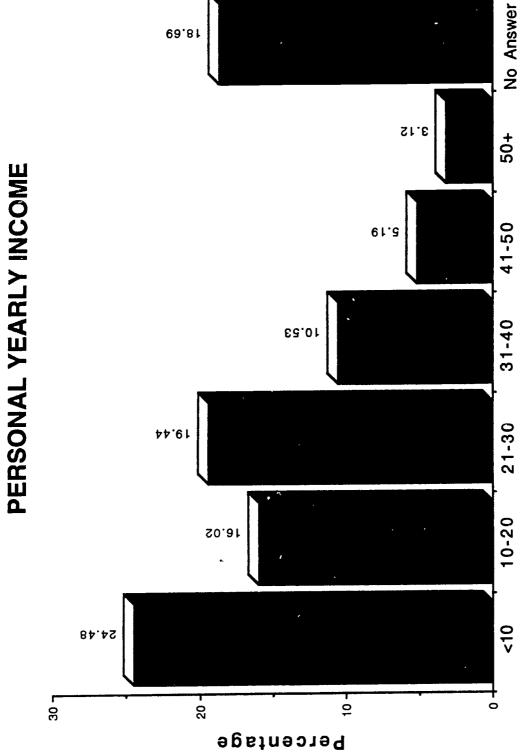




EDUCATION LEVEL





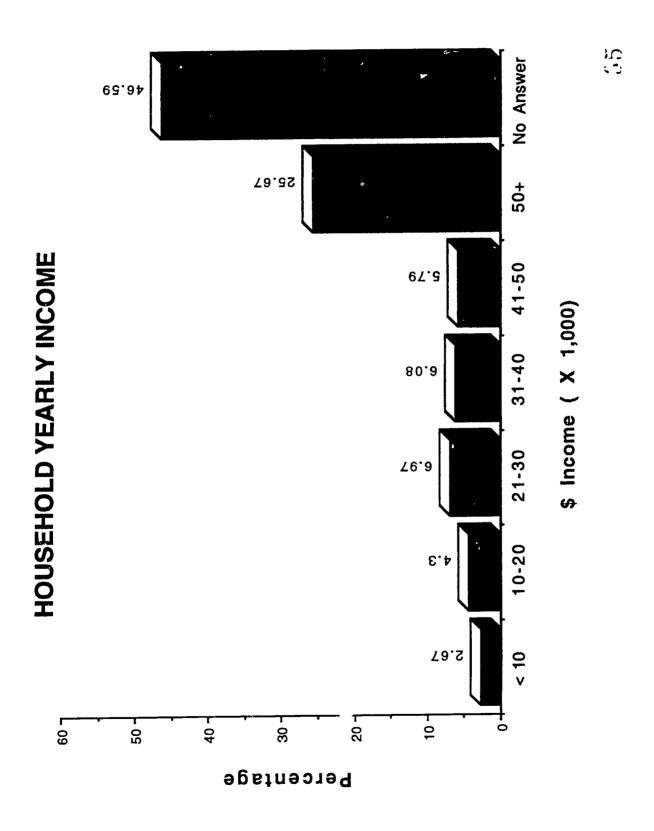






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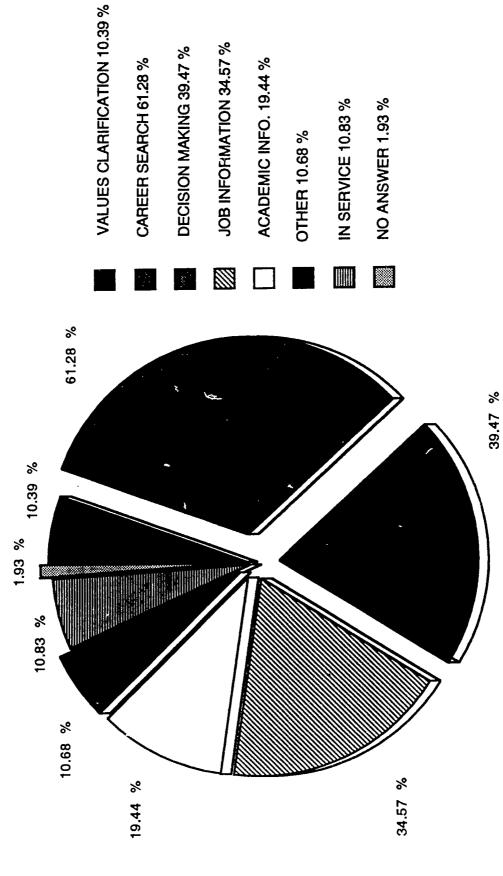






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REFERRAL SOURCE

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FRIEND/RELATIVE 31.75 %

ACADEMIC ADVISING 6.68 %

CONTINUUM CENTER 3.12 %

PLACEMENT OFFICE .12 %

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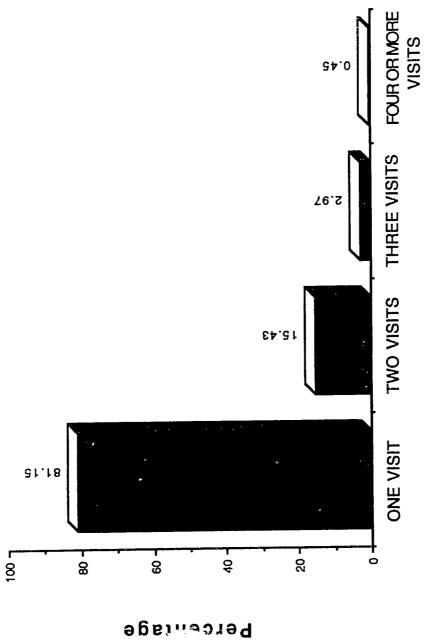
11.28 %

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VI. IN-SERVICE TRAINING

This year the ACCC provided a number of in-service programs in addition to providing service to community adults. Students and members of the community were given opportunities to become familiar with the computer-assisted career guidance programs and other resources at the ACCC.

The following classes sent students for in-servicing at the ACCC during the 1991-92 academic year:

- 1. Graduate Counseling Class in Careers, CNS 640.
- 2. Graduate Practicum Counseling Class, CNS 664.

In addition, the following in-services were held for members of the community:

March 12, 1992	Six students from Hazel Park High School were in-serviced.
March 20, 1992	High school counselors from the tri-county area were in-serviced.
May 11, 1992	Dr. David Stum from Direct and Mr. Marcus Marcero from Ameritech Publishing Career Development Center were in-serviced.
Spring Semester 1992	The ACCC and The Human Resource Development Department collaborated on a pilot study assisting HRD students with career guidance, resume writing, and interviewing skills.

In addition to the above in-services, the director and counselors were inserviced on the Realistic Assessment of Vocational Experiences (RAVE). During the Winter 1992 semester, the director and counselors and CNS 640 students were in-serviced on the Wisconsin Hyperpad Improved Career Decision Making (ICDM) system.

Overall, the ACCC was able to in-service over 320 people from September 1991 through June 1992.



VII. PUBLIC RELATIONS

A. Highly Favorable Referral Rate Within the Community

The most rewarding aspect of public relations continues to be recommendations made from satisfied clients. This client referral system fits perfectly with the mission of the ACCC which is to provide voluntary career guidance for adults of southeastern Michigan.

B. Press Releases

Jim Llewellyn, Senior Editor and News Director for University Relations, sent out a number of press releases to local newspapers, radio stations and television networks. These releases generated a number of clients throughout the year.

In addition, the information provided by the Oakland Press and its reporter, Diana Dillaber-Murray, about the ACCC and PACCC and their services informed potential clients about these Oakland University services.

Information was also distributed to various T.V. cable companies in the tricounty area and was listed on the Oakland University T.V. Bulletin Board.

C. Projects

- 1. Again this year the ACCC hosted its annual open house as part of National Career Development month. Over 60 university personnel and interested community members attended.
- 2 A second open house was held in April to generate new clientele.
- 3. Kirsten Taylor and Christine Walsh met with the Seven a.m. Scholars (SAMS) at Pontiac Central High School. The topics discussed were:
 - What employers are looking for;
 - How to fill out an application; and
 - How to prepare for an interview.
- At their request, information about the ACCC and its services was sent to Cabrillo College Career Planning Center, 6500 Soquel Drive, Aptos, CA, 95003.



D. <u>Conferences</u>

The ACCC was represented by our director at the AACD conference in Baltimore, Maryland in March. In addition, the entire staff attended the Michigan Career Development Association Conference in April at Weber's Inn in Ann Arbor. Howard Splete and Kirsten Taylor presented information on credentialing career technicians. Michael Han and Michael Strobel presented information on research sponsored by the ACCC.

In addition, workshops were attended to help us provide better services to our clients. One of these was the System of Interactive Guidance and Information Plus (SIGI PLUS) workshop which was attended by two of the counselors and was held at the Highland Lakes Campus of Oakland Community College.



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VIII. COORDINATION WITH PRACTICUM COUNSELING CENTER

The coordination and reciprocal cooperation between the Practicum Counseling Center (PCC) and the Adult Career Counseling Center (ACCC) has now celebrated it's sixth year. The pairing has been mutually beneficial. Clients who utilize the computer assisted career counseling at the ACCC are given an option to continue their career exploration by working with a PCC counselor. Typically, the client will continue for three to five sessions in which several assessments designed to aid in career discernment are administered and interpreted. These might included the Strong Interest Inventory, the Myers-Briggs Type Indicator, or the Edwards Personal Preference Schedule. In the course of the past year, fourteen ACCC clients have chosen this option to continue as clients in the PCC.

The more frequent route of clients through the two centers however, has shifted over the past six years to become more heavily weighted in the opposite direction. Clients who come to the PCC seeking help with career planning are routinely cycled through the ACCC for exploration on one of the computer assisted career packages. The PCC counselors assist their clients during the on-line work, acting as a coach and sounding board during the actual computer time. This frees the ACCC staff to continue their work with their clients.

Having access to the career center is an enormous asset to the PCC counselors, enriching the services they can deliver to their clients. At the same time, the services the ACCC can offer are enhanced in that there is efficient and more continuous usage of the computers and the career packages.



IX. RESEARCH

Since the Adult Career Counseling Center opened in 1982, student counselors and counseling faculty have been encouraged to do research in the field of career development in the ongoing Life Career Patterns Project. Included in this year's report is a list of previous and current research.

A. Past Research

January 1984 - December 1985

- 1. Pamela Marin's doctoral dissertation in Counseling at the University of Michigan reported data based on research done at the ACCC. This research investigated the use of computer-based guidance systems by adults in order to differentiate between the effectiveness of the computer-plus-counselor and the computer-only career guidance style of subjects and the intervention methods were also investigated. This research was published in The Career Development Quarterly, Vol. 39, No. 4, June, 1991, pp. 360-371.
- 2. Prasanna K. Datta, of the Placement and Career Services Office worked with previously dismissed students who were counseled regarding re-admission to Oakland University. Datta also counseled with 35 workers from GM Truck and Bus. He saw them in their work place and their union hall.
- 3. Howard Splete and Anne Freeman George researched a family systems perspective in determining how the individual's decision making process was affected by the family system dynamics. This research was published in The Journal of Career Development, Vol. 12, No. 1, September, 1985, pp. 55-64.

January 1985 - December 1985

- Four faculty graduate assistant teams initiated an on-going Life-Career Patterns Project. In this beginning phase of the project, each team selected an area for research, conducted a thorough review of the related literature, and wrote first drafts of articles based on their readings and discussion.
- Program Evaluation Dean Gerald J. Pine and Janice Nyquist completed an evaluation of career-related programs in the Flint schools. They reported on the cooperative programs between the schools and businesses in the city of Flint and surrounding communities.



- 3. The ACCC staff conducted a brief telephone follow-up survey to investigate how clients had used the career information they received from working with the computers and counselors.
- 4. Roxanne Allen's doctoral dissertation in Counseling at Wayne State University compared individual and group career counseling using computer-based guidance systems based on a summer research project at the ACCC.

September 1986 - June 1987

- 1. Sharon Rhine conducted a follow-up study to determine the long term effects of career counseling on undecided students.
- 2. A survey was constructed to assess the strengths and weaknesses of The Adult Career Counseling Center and the Discover for Adults computerized guidance system.

September 1987 - June 1988

- Julie Semroc conducted a study with thirty clients from the ACCC.
 These clients volunteered to complete a SIGI PLUS user evaluation when they finished using the system. The strengths, weaknesses and degree of helpfulness of SIGI PLUS for ACCC clients were investigated.
- 2. Pamela Semmens conducted research on women entering non-traditional careers.
- Nelson Phillips reviewed the personal approaches of clients as they worked with the computer program and the effect on the counseling process.
- 4. A pilot study, conducted by Debra Henehan, consisted of seven women who sought career counseling at the ACCC. The women were asked questions regarding family history and influence on career choice, sources of job satisfaction and dissatisfaction, work values, preferred future and career goals, their interpretation of the goals of this research and what they feel they gained through their participation.

September 1988 - June 1989

1. Gail Rinehart conducted a pilot comparison of DISCOVER and SIGI PLUS. Subjects were thirteen counseling students enrolled in the



- Master's program at Oakland University. They volunteered to evaluate and compare the systems after interacting with them.
- 2. Julie Semroc conducted a study which developed career counseling strategies highlighted by sensitivity to and understanding of the difficulties encountered in coordinating career and family roles.
- 3. Doctors Pam Marin and Roxanne Allen investigated the effects of an individual's understanding of his or her Myers-Briggs Type Indicator personality type as related to a computer-based career guidance intervention on the level of career decidedness as measured by the Career Decision Scale and the Occupational Alternatives Questions.

September 1989 - June 1990

- Anne Sutton looked at career indecision in adult women who sought career counseling at the ACCC. Career indecision has been extensively studied in college-age students, but less attention has been paid to adult women who have difficulty making career decisions.
- 2. Elaine Tsangarides developed a pilot study investigating intrinsic and extrinsic work values of men as related to the specific age-related stages defined by Levinson.

September 1990 - June 1991

- 1. Christy Kortryk conducted a study to determine what steps clients took toward a career after visiting the ACCC. It was anticipated that the services offered at the Center would have provided the guidance, resources, and information necessary to help clients make career selections, take the next appropriate steps, and move into a chosen career field. The subjects were surveyed by mail and asked to rank order activities used to make career change or selection. The top four activities were: 1. Talked with significant other about career planning; 2. Inquired about required skills for specific fields; 3. Inquired about enrollment; and 4. Looked for new work. From the client evaluations, recommendations were made for the ACCC to consider.
- 2. Lucille Kus investigated the relationship between work roles and the need to have intrinsic values met in careers for women seeking mid-career changes. The subjects were employed women between the ages of 30 and 45. The Salience Inventory (Nevill and Super, 1986) was used to assess relative importance of work. The Values Scale (Nevill and Super, 1986) was used to assess intrinsic values. From the results, it was shown that a positive correlation exists between the work role salience and intrinsic work values for adult women.



September 1991 - June 1992

- 1. Michael Han researched the effect of the family's influence on the career choice of Korean American students. He studied major factors such as the acculturation of the family into the American society.
- 2. Michael Strobel investigated the impact of underemployment on selfesteem with volunteering clients of the ACCC.



B. Current Research

1. FAMILY INFLUENCES IN CAREER CHOICES AMONG KOREAN STUDENTS

by: Michael Han

Intuitively, most of us probably know that the family, or more specifically the parents, has a great influence on the career choice of the children. However, research on the extent of this influence is very sparse. Even more dismal is the lack of research on the career decisions of Asian American students.

To rectify these conditions, I have investigated, as the title suggests, the family's influence in the career choice of Korean American college students. A major factor in such influences is the level of acculturation of the family into the American society.

Twenty four undergraduate students (15 Korean and 9 American) at the University of Michigan participated in the study. The participants completed & demographic cover sheet and The Values Scale (VS). In addition, the Korean students were given the Suinn-Lew Asian Self-Identity Acculturation Scale (SL-ASIA). A Pearson Correlation Coefficient between The Values Scale and the SL-ASIA revealed as the Korean students become more acculturated into the American society, the family influences, as measured by the VS, become less pronounced. An ANOVA performed on the VS between the two groups revealed no overall difference in the amount of influence of the family on their career choices. However, item analyses conducted on the VS between the two groups revealed that Korean students favored extrinsic values, whereas the American students favored intrinsic values. Hence, the results indicated the Korean students tended to lean toward occupations in which external rewards were present as opposed to American students who tended toward occupations with intrinsic rewards.



2. THE IMPACT OF UNDEREMPLOYMENT ON SELF-ESTEEM

by: Michael Strobel

This study investigated whether underemployed persons have lower selfesteem than people who are not underemployed. The subjects of this study were 40 clients who came to the Adult Career Counseling Center at Oakland University. The clients were told about the study when they called for an appointment and were asked if they would participate.

A self-report questionnaire designed by the author was used to separate the subjects into two groups; those who are underemployed and those who are not underemployed. The Tennessee Self-concept Scale was administered to determine an overall score of self-esteem. A t-test was used to determine that there is not a significant difference in self-esteem between underemployed persons and those who are not underemployed.



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C. Ongoing Research

1. SEX-ROLE ORIENTATION VERSUS SEXTYPE OF A WOMAN'S OCCUPATIONAL CHOICE

by: Kate Johnson, Christine Walsh and Julie Yoder

"The distinction between male and female serves as a basic organizing principle for every human culture" (Bem, 1981). Nowhere is this more apparent than in the American work force. As the number of women entering the labor market continues to escalate, career counselors are finding it increasingly important to address issues such as the under-representation of women in many prestigious occupations.

A number of studies have been done which look at the factors that influence a woman's career decision-making process. Gottfredson (1981) proposed a theory of career development that looked at the effects of prestige level, interest area, and sextype of a job (i.e., the normative expectation concerning the appropriate gender of a job holder) on a person's career choice. She found that the level of prestige and the general interest area were less important than the sextype of the job when it came to making a career choice.

Other researchers have found conflicting evidence regarding Gottfredson's claim. It appears that in some cases sextype of a job is the most in portant factor affecting career choice and in other cases it is the least important factor. We proposed to look at the effect a woman's sex-role orientation has on her career choice as a possible explanation for these discrepancies. Using the Bem Sex-role Inventory as an instrument to measure a woman's sex-role orientation, we hypothesized that there would be a correlation between a woman's sex-role orientation and the sextype of her top career choice. We propose to study this hypothesis utilizing the female clients at the ACCC who are in the process of choosing from among several career possibilities using the DISCOVER for Colleges and Adults computer-assisted career guidance program during the 1992-93 academic year.



N. PLANS FOR IMPROVING SERVICES OF THE ADULT CAREER COUNSELING CENTER

Based on suggestions from the ACCC counselors and clients, we plan to:

- 1. Find more office space or another location for the ACCC. Privacy often becomes an issue when working with clients.
- Schedule fewer clients so that more individualized counseling can be provided. Adequate time should be provided for intake interviews, computer work, information interpretation, and development of client next steps.
- 3. Develop better coordination and referral procedures with Oakland University offices, as Academic Services, Practicum Counseling Center, Placement Services, Continuum Center, and the Graham Center, as well as with community agencies, as the Pontiac Adult Career Counseling Center and local JTPA offices.
- 4. Reorganize office procedures and scheduling to provide more effective services.
- Schedule more in-service time for new ACCC counselors and Practicum counselors so they are better prepared to serve their clients.
- 6. Develop a yearly calendar of events which includes goal setting for the ACCC and its staff.
- 7. Continue to involve the ACCC Advisory Committee in ACCC planning and research.
- 8. Continue the research focus on adults in career transition, with emphasis on women in transition.
- 9. Continue to transfer appropriate career information and materials to the Educational Resource Laboratory for expanded use.
- Continue monitoring client and counselor feedback and respond accordingly to ensure quality and effective services.



APPENDIX A

REPORT ON THE PONTIAC ADULT CAREER COUNSELING CENTER



REPORT ON THE PONTIAC ADULT CAREER COUNSELING CENTER

This report is based on demographic information, client evaluations of the Center and the counselors' observations from their daily involvement with the Center during the 1991-1992 academic year.

The goals stated in the Pontiac Adult Career Counseling Center (PACCC) Mission Statement were met. These goals were:

- 1. To provide career exploration, planning, and job/career pursuit activities and counseling to community adults at no charge on an on-site and off-site basis.
- 2. To support services focused on career activities for clients of community organizations on an on-site and off-site basis.

Career exploration and planning opportunities were provided to over 130 community adults at no charge. Over 95% of the clients were from Oakland County. Support services for the Pontiac Center for Dislocated Workers Program and other site services were provided. Over 15 percent of the clients serviced at the center were referred by Pontiac Center Programs. The computer-assisted programs, DISCOVER for Colleges and Adults and the Michigan Occupational Information System, were available at the PACCC.

The ethnicity of PACCC clients was approximately 65% Caucasian, 18% African American, and 10% Hispanic. Seven percent did not answer. The Center has been continuing outreach efforts to the Hispanic community. It is recommended these endeavors remain a priority.

The majority of the clients served by the PACCC were between the ages of 26 and 43. Additionally, the majority were lower income and unemployed with a high school, GED or lower level of education. The purpose for using the Center was predominantly career search, decision making and/or job information. This indicated PACCC clients were primarily involved in career search and planning rather than career exploration. It is recommended that resources and assessments which are designed more specifically for the educational level and needs of the majority of PACCC clients be purchased. Counselors and clients worked on Plan of Action Forms to identify next steps the clients could take in their career planning and job search.

Community outreach and upgrading referral sources were major staff functions. An Advisory Board comprised of agencies and private industry was formed. The first meeting of the Board was April 10, 1992. The meeting resulted in development of goals and enthusiastic support from members,



including the Department of Social Services and Michigan Rehabilitation Services. It was decided that the group would meet two or three times per year. Also included in community outreach were group presentations to and visits by Pontiac Urban League, Oakland Family Services, Baldwin Shelter, and Pontiac Central High School. It was suggested to continue to update and broaden referral bases and presentations.

The PACCC hours of operation did not include evening hours. It was decided those persons requesting evening or weekend hours be referred to the Adult Career Counseling Center at Oakland University. No persons requested the referral. For the 1991-1992 year, the Center operated with two counselors working conjointly. This scheduling limited the number of clients seen. It has been proposed for the 1992-1993 year that the counselors schedule time with several hours overlap versus total hour overlap so that more clients can be served.

One pilot time period and one full year of operation have confirmed the need for career/occupational guidance services to be provided in the Greater Pontiac Area. These experiences have indicated a necessity to be flexible and willing to deliver services in both traditional and alternative formats. PACCC will strive to continue to explore and develop these options.

The referrals from the Dislocated Workers Program have provided and should continue to provide a broad base of PACCC clients. An even greater number of referrals could be generated through this program in future years if the months of July and August were included as part of its program year. A grant provided by the Department of Social Services has been awarded for July and August 1992 to provide service for 60 clients from the MOST Program. Some time will be allocated to other PACCC clients including the Center for Dislocated Workers. It is recommended that the program year of the PACCC be extended in order to service a maximum number of clients.

Based on the data in this report, it is recommended that Oakland University and Oakland Community College continue to support the operation of the Pontiac Adult Career Counseling Center and further that the Center function on a 12 month basis.



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APPENDIX B

AUXILIARY GRANT SUPPORTED SERVICES



A. ACADEMIC SERVICES AND GENERAL STUDIES CAREER RESOURCE CENTER

SIGI PLUS and DISCOVER for Colleges and Adults, the computer-assisted career guidance systems, have been in operation in the Academic Services and General Studies Career Resource Center (CRC) since March 1983. Since that time the purchase of furniture, additional resources and part-time personnel have enhanced the development of the center. Consistent usage of the Career Resource Center indicates the services are fulfilling students' needs.

The CRC and the computer-aided guidance systems are comprehensively advertised through regular publications, referral sources and classes. The career counseling and information resources (Pillars) brochure, the university catalogue, the evening and extension services brochure, the schedule of classes, the undecided major brochure, and a brochure sent to new freshmen from the Provost's office are all regular publications that carry a segment highlighting the services available in the CRC. Further, letters to special populations such as undecided students, re-admitted students, and probationary students are sent out fall and winter semesters. These letters list a variety of support services available campus wide including the CRC.

Presentations and the CRC information sheets are given to new undergraduate students at their orientation and the center is a featured stop on the campus tour for new students. Also, presentations are made to upward bound students.

Presentations are made to certain classes each semester as to the development and usage of the center. These classes may have assignments that require in-depth usage and evaluation of the center's resources including the computer-aided systems. The courses that consistently utilized the center services are listed below:

RHT 101	Composition II for Undecided Students
HRD 264	Educational and Career Exploration
HRD 364	Career Development
CNS 640	Career Development Theory and Practice

As anticipated, usage of SIGI PLUS and DISCOVER for Colleges and Adults has remained constant over the years. On an average 8 students per week use each system. Comparisons can be seen below of the number of users.

	<u> 1989 - 1990</u>	<u> 1990 - 1991</u>	<u> 1991 - 1992</u>
SIGI PLUS	351	287	344
DISCOVER	138	352	350
MOIS	41	63	33



A week by week evaluation reflects the ebb and flow of the academic calendar. Semester breaks, finals, and the beginnings and ends of semesters alter the number of students who use the system with peak usage happening in the months of October, November, February and March. During the Spring and Summer sessions usage drops by half as these sessions are not full semesters and most Oakland students do not attend.

In general, user response has been overwhelmingly positive. Students maintain the systems are fun and easy to use, provide useful and abundant information, provide options, and give suggestions on where to go for further information. The CRC student assistants reported a slight preference for SIGI PLUS as the keyboard and functions are simplified and the system graphics are clear and colorful. Appointments are generally available within a week, with peak periods causing some 8 -14 day delays.

During the 1991 - 92 academic year the CRC employed a graduate assistant for coverage of the center. This student certainly contributed to our operation. She provided the welcoming peer assistance that can be reassuring to the student using the systems for the first time.



B. CONTINUUM CENTER AND THE ACCC

The Continuum Center is greatly appreciative of the services provided by the Adult Career Counseling Center. We refer some of our individual career counseling clients to the Center to use the Michigan Occupational Information System, SIGI PLUS and DISCOVER for Colleges and Adults. Participants in our group "Careers in Transition" program are also referred to the Center and some of them take advantage of that opportunity.

The Continuum Center is a multi-faceted adult counseling and training center. Our current activities include providing career assessment, career development, and job search counseling to adults who come to our center and to adults within the context of their work site. For the past three years we have provided such services to the union-represented employees of AT&T through the Alliance, a joint union/management program. We have also provided similar services to employees of Ford Motor Company, General Motors and other businesses.

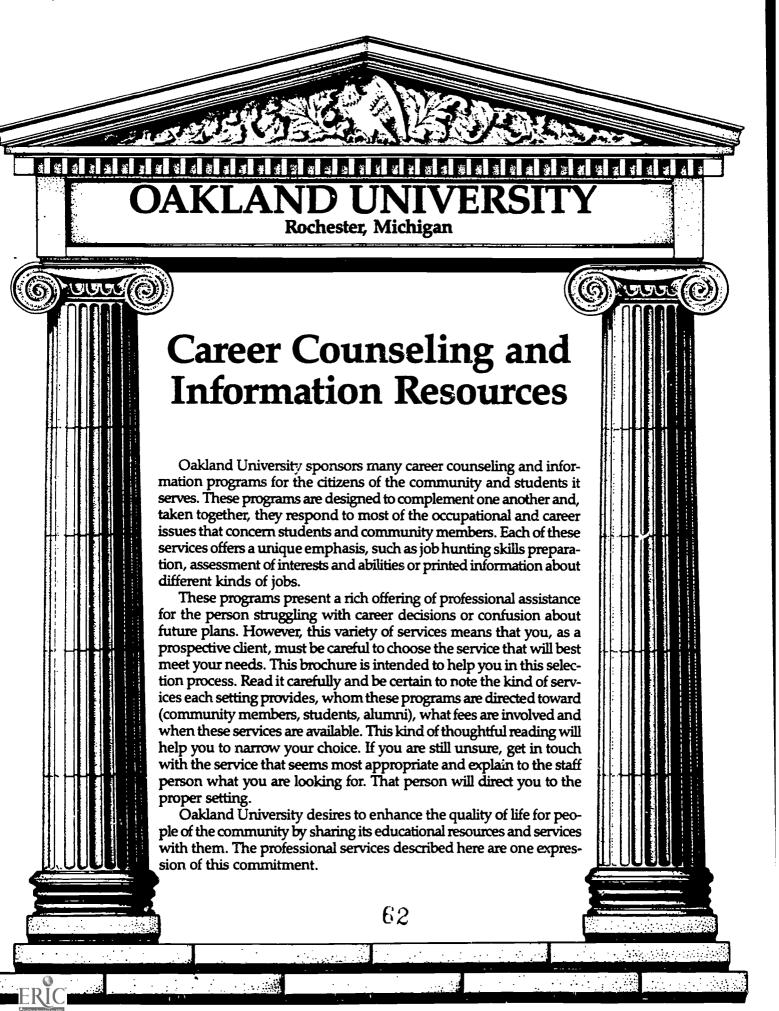
Our plans for the future include continuing to provide these services, both at Oakland and at the sites of businesses, industries and other organizations. We plan to continue to refer clients to the Adult Career Counseling Center and appreciate similar appropriate referrals from the Center.



APPENDIX C

CAREER COUNSELING AND INFORMATION RESOURCES AT OAKLAND UNIVERSITY





ADULT CAREER COUNSELING CENTER

Eligible Clients

The Adult Career Counseling Center serves adults in the community who are considering career transitions, assessing their strengths, interests and potentials and discussing possible career options. The ACCC does not, however, provide an employment service.

Services

- Adults schedule appointment(s) to meet with an ACCC coordinator for an intake interview and orientation to a computer-assisted system, to work on that system, and discuss the results of this process with the coordinator.
- Computer-assisted career guidance systems SIGI PLUS and Discover for Adults are available at the ACCC. These systems aid adults in reviewing their interests, skills and work-related values; possible occupational fields; educational and training opportunities; and pre-employment skills.
- 3. The Michigan Occupational Information System (MOIS) on computer and additional career resources are available for use.
- 4. Referral information about the other career counseling and training programs is available.

Appointments

Adults may sign up for appointments at the center by calling 370-3092 or by stopping by the ACCC in person.

Hours

The ACCC is open days and evenings Monday through Friday and on Saturday mornings. Hours change during the summer and holidays. Call 370-3092 to check on the schedule.

Fees

No fee is charged for the services of the ACCC.

Location

The Adult Career Counseling Center is located in Room 147 O'Dowd Hall

CAREER TESTING AND COUNSELING CENTER

Eligible Clients

Career Testing and Counseling Center services are available to community members and Oakland University students. Clients range in age from 16 (high school juniors) to 65. When high school students use these services, career planning guidance is provided to their parents as part of the counseling process.

Services

By means of an extensive battery of tests and a series of counseling sessions, clients are provided an opportunity for an in-depth exploration of career questions, career goals and plans for realizing these goals. Many printed materials, including the Michigan Occupational Information System (MOIS), are used as aids in this process. Specific services include:

- 1. Career counseling for adults and adolescents
- 2. Interest, ability and personal-style testing
- 3. Educational and career planning
- 4. Re-entry counseling (work and education)
- 5. Career development

Other services, in addition to the career-oriented ones, are offered at the Psychology Clinic. These include psychotherapy and personal counseling (adults, children, adolescents, families, couples and parents), psychological testing and consultation and specialized services for people suffering from loss and trauma experiences.

Appointments

Individuals seeking information may call 370-3465. Monday through Friday, from 8 a.m. to 5 p.m. Requests for appointments may be made through the clinic's secretary, either by phone or in person.

Hours

8 a.m. – 5 p.m.
8 a.m 8 p.m.
8 a.m 9 p.m.
9 a.m. – 1 p.m.

These hours change during the summer and holidays. Call 370-3465 to check on the schedule.

Fees

Community members are assessed according to a sliding fee scale, based on family income, as are part-time students. For full-time Oakland University undergraduate and graduate students there is a minimal student fee.

Location

This program is part of the Psychology Clinic, located in the east wing of the Graham Health Center.

CONTINUUM CENTER

Eligible Clients

The Continuum Center serves men and women from young adulthood to old age. Most of its clients are not students at the university. These clients are often at a turning point in their lives — seeking work, changing careers, dealing with a divorce, planning retirement, or other personal issues.

Services

The Continuum Center provides career counseling in either a group or an individual format. Individual career counseling is provided by a certified counselor meeting the professional standards set by the National Career Development Association. These services assist the client in the assessment of interests, values and transferable skills as well as in the setting of career goals and plans for attaining them. Other career-related services include workshops in resume writing, job interviews and job hunting.

Besides the career counseling services, the Continuum Center provides personal counseling and consultations, personal and professional development workshops and group leader training. There are special programs serving older adults and their families. Among the workshops offered are "Counseling the Older Adult," "Excellence in Management," "Communication for Couples," and "Stress Management."

Appointments

All counseling sessions and consultations are scheduled by appointment. Workshops are regularly scheduled and listed in a brochure printed three times yearly. To request a brochure or schedule an appointment, call 370-3033.

Hours

The center is open from 8 a.m. to 5 p.m. Monday through Friday with evening appointments available until 8 p.m. Appointments must be made during daytime hours. Workshops are scheduled mostly in the evening and on Saturday. These hours change during the st. namer and holidays. Call 370-3033 to check on the schedule.

Fees

Counseling and consultation fees are assessed according to a sliding fee scale on family income. There are set fees for workshop programs. Partial scholarships are sometimes available for the workshops. Oakland University students and staff may attend the workshops at half-price.

Location

Counseling appointments are held at the Continuum Center, Room 47% O'Dowd Hall. Workshops are held on Oakland University's campus or at various locations in the tri-county area.



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DEPARTMENT OF ACADEMIC SERVICES AND GENERAL STUDIES

Eligible Clients

The services provided by the Department of Academic Services and General Studies are primarily intended for Oakland University Students, particularly freshmen and sophomores. However, community adults who are interested in career advising as it relates to educational programs at Oakland University also may contact this office.

Services

This office provides academic and career advising to students who are undecided in their major as well as those persons seeking the Bachelor of General Studies (BGS) degree. Students may receive assessment of career interests by using the Michigan Occupational Information System (MOIS), SIGI PLUS and DISCOVER II career guidance systems. The office also serves as a referral source for the many services, departments and advisers throughout the campus.

Career Resource Center

The Career Resource Center (CRC) is located in the Academic Services and General Studies Department. It is available to students who wish to explore careers and majors. Two computer-assisted career guidance systems (SIGI PLUS and DISCOVER II) are available in the CRC. In addition, the Michigan Occupational Information System (MOIS) and many written materials can be accessed. (The Strong-Campbell Interest Inventory is provided for a nominal fee.) Students may also seek career advising with career counselors in the department.

Appointments

Appointments can be made by calling 370-3227 or by coming to the office in person.

Hours

Monday - Friday 8 a.m. - 12 p.m. 1 p.m. - 5 p.m. Wednesday evening 5 p.m. - 9 p.m.

Summer and holiday office hours could vary.

Fee:

There are no fees for any of the services with the exception of a minimal charge for the interest inventory to cover the cost of the scoring and mailing.

Location

The Department of Academic Services and General Studies and the Career Resource Center are located in 121 North Foundation Hall.

OAKLAND UNIVERSITY LIBRARY

Eligible Clients

Oakland University's Kresge Library reference service and collections are available to students and community members. However, circulation of materials is limited to Oakland University students, staff and alumni.

Services

The library contains a large collection of career-related materials. These include books on how to write resumes and cover letters; information on job-hunting skills and procedures; and extensive materials that describe many kinds of careers, occupations, training programs and internships. Another library collection includes several directories that identify manufacturers, businesses, agencies and educational settings. Also on hand at the library are telephone books of 100 major American cities and most Michigan

cities as well as recent annual reports from the top 500 companies in the United States.

Assistance is available in the library to help individuals locate needed information.

Appointments

There is no need for setting an appointment. However, a reference librarian is normally on duty from 10 a.m. to 7 p.m. on Monday through Thursday; 10 a.m. to 4 p.m. on Friday; noon to 4 p.m. on Saturday and 1 p.m. to 5 p.m. on Sunday. The remainder of the time the desk is staffed by a reference assistant or by students.

Hours

 Monday - Thursday
 8 a.m. - 11:30 p.m.

 Friday
 8 a.m. - 8 p.m.

 Saturday
 9 a.m. - 8 p.m.

 Sunday
 1 p.m. - 11:30 p.m.

These hours change during the summer and holidays. Call 370-2492 to check on the schedule.

Fees

There are no fees. Photocopy machines are available in the library at the cost of 10 cents per page.

Location

Kresge Library building.

PLACEMENT AND CAREER SERVICES

Eligible Clients

These services are available only to Oakland University students and alumni. However, staff members are available to community groups and organizations for consultation on career-related issues.

Placement

Individual placement counseling and career information are available to all juniors, seniors, graduate students and alumni. Additional assistance is available to advanced students who are seeking career-related, part-time and seasonal work experience. Staff members conduct special seminars to assist all students in developing job search skills. Frequent job fairs and career information programs are also sponsored by this office. Other placement services include opportunities for graduating students and alumni to interview with employer representatives on campus, maintenance and referral of credential files for graduates and the publication of a biweekly jobs bulletin. Additionally, the department maintains an extensive library for the display and dissemination of employers' literature; videocassettes; job postings; career information; job search information; graduate/professional school testing applications; and career-related publications and magazines.

Co-op Education Program

In addition to its placement services, this office coordinates the Cooperative Education (work experience) program for majors in the College of Arts and Sciences, the School of Business Administration and the School of Engineering and Computer Science.

OU Internship Program

Placement and Career Services also organizes and directs the Oakland University Student Internship Program to provide paid internships in government agencies.

Appointments

Students and alumni can sign up for appointments by stopping at the office or by calling 370-3250. An intake counselor is available on Monday-Thursday afternoons, 1:15 to 4:30 p.m., to answer questions on a walk-in (or call-in) basis.

Hours

Monday - Friday 8 a.m. - 5 p.m.
Wednesday evening 5 p.m. - 6:30 p.m.
(September - April)

The office is closed between noon and 1 p.m. These hours change at holiday time. Call 370-3250 to check on the schedule.



There are no fees charged for services with the exception of minimal fees for sending credentials and subscription to the "Job Post."

Placement and Career Services is located in Room 275 Vandenberg Hall (West).

PRACTICUM COUNSELING CENTER

Eligible Clients

The Practicum Counseling Center (PCC) offers personal counseling services to both Oakland University students and members of the surrounding communities.

Services

Professional counseling services are available for a variety of issues such as: time management, test anxiety, depression, adjustment disorders, mid-life transition, grief, career search, separation from parents, low self-esteem, anxiety and many other topics. Individuals are matched with counselors who will work with them for one (50 minute) counseling session per week for approximately five to 10 weeks. The PCC is an instructional center for graduate students in their final training as counselors. Consequently, sessions are videotaped for the purpose of supervision by the counselor's professor. ALL TAPES ARE HELD IN STRICT CONFIDENCE AND ARE COMPLETELY ERASED AT THE END OF EACH SEMESTER. Clients sign a release form for video-taping at the first counseling session.

Appointments

Phone for an appointment at 370-4175 or 370-4176.

The Practicum Counseling Center is open most weekdays from 9 a.m. - 9 p.m. to accommodate clients' schedules. Because it operates on an academic calendar year, appointments are only available fall (September - December) and winter (January - April) semesters.

There are no fees charged for services.

The center is located in the lower level of O'Dowd Hall. The office is in 132 O'Dowd Hall.

ACADEMIC DEPARTMENTS

Individual departments often offer students a good source of information on careers associated with their majors. Each department has an individual who serves as chief adviser. Generally, this person or his/her designated associate focuses on academic advising, but students may find that such advisers serve as a source of informtion on career training and employment opportunities. This is particularly true in instances where advanced training is involved.

In some instances, departments maintain information on careers directly related to their specific major. Students may contact those departments in which they have a particular interest in order to identify an adviser or simply to discuss options.

To locate a particular department, please call the university's general information number, 370-2100.

Oakland University is an equal opportunity and affirmative action institution





